

MINUTES
Emery County Travel Bureau
March 2, 2016 11:00am
JWP River History Museum
Dinosaur Conf. Room
Green River, Utah



Board Members: Jonathan Hunt, Lamar Guymon, Penney Riches, Jordan Leonard, Travis Bacon, Josh Rowley, Keith Brady, Stacey Conover via phone

Staff: Chelsea Guymon

Visitors: Maria Sykes, Brian Brooks, Chris Newton

Conducting and Welcome: Chairman Keith Brady

1. **Approval of Minutes: February 3rd:** A motion was made by Lamar with a second from Jonathan. **APPROVED**
2. **Discussion of Financial Report: Keith Brady:** The TRT in January is down. TRCC has increased the last 3 years but is down so far this year. With the Power Plant overhaul the restaurants area doing well. Green River overall is down but hopefully will go up in the Spring.
3. **Discuss/Approve Matching Funds for Green River/Castle Valley Communities:** The matching funds for the two separate communities needs to be set up so as the communities move forward the funds are available. The board discussed creative agencies and how the County and the communities would mesh if different agencies were used and one was better quality than the other. The board discussed brochures for the County and for the communities. Travis suggested a 25/75 match. The Castle Valley side has been difficult to get anything done or decided. It was mentioned that cities and Counties can receive funding through UOT separate from each other. It was suggested to put a cap on the in kind funding. It was discussed to put the cap on the 25% for the in kind funding. Jonathon brought up the struggles of funding for the Castle Valley side and that these cities may not have enough to buy in. Jordan also brought up that Castle Valley doesn't have the tourism industry that Green River has so they might be better off doing wayfinding. It was then discussed to possibly have different tiers for projects with in kind matching and then increase the amount as needed. Jonathan said the projects planned for the Castle Valley Communities could be done with under \$10,000. Anything above \$10,000 would need to be matched monetarily and anything under \$10,000 would be a no match grant. Green River has selected a creative agency and are now ready to move forward with funding for their projects. Travis motions approve the 25/75 match for over \$10,000 with a \$2,500 in kind match allowed within the 25/75 match and under \$10,000 would be 25% in kind with no monetary match. Lamar seconds the motion. All matches will need to be proven before funding is given out.
4. **Discuss/Approve Event Coordinator:** So far only one application has come back so the Commissioners would like to run the advertisement again to hopefully gain more interest.
5. **Discuss/Approve/Deny Grant Funding for the Following:**
 - a) **Desertview Pro Rodeo:** Asking for \$3,500. They have asked for this amount every year for the past 3 years. Lamar motions to approve funding with a second from Joshua.
 - b) **Goblin Valley Ultra:** Asking for \$1,500. Lamar motions to approve funding with a second from Jonathon.
 - c) **Robber's Roost Motel:** Asking for \$3,020.96 for web revisions, full window decals, and enhance listing for Trip Advisor. Owner Keith Brady stepped out of the room for discussion and voting of this item. Travis motions to approve funding with a second from Joshua.
 - d) **Food Ranch:** Asking for \$3,500 for advertising. The board really likes what Drew is doing especially since his store is a hub for boulderers. Motion by Jonathon to approve funding with a second from Joshua.
 - e) **Farm Bureau:** Farm Bureau/Tyler Jeffs is asking for \$3,500. The board had some questions about the funding amount since his project costs \$1,000 less than the amount asked for. His business is not tourism related so the board wasn't sure if his business was relevant to the tourism grant. Motion by Lamar to table application until more information is gathered with a second from Travis.
6. **Discuss/Approve/Deny Marketing Funds for the Following:**
 - a) **Go-Utah.com:** There has been an increase of 42% in requests for travel guides from a wide variety of States. In January alone there were 150 requests and February had 140. They attribute this increase to the advertising they have done for us. They have been advertising us along with the National Parks as an ad banner and they have also included our Facebook link. Chris mentioned that if they receive any updated content from us that they can build a page for it. They will update their sites listings and attractions since a lot of it is outdated and will work with us on any content that we would like to see on our pages. They have a web designer that can work with us on designing our page. Their cost has stayed consistent for 5 years and will remain unchanged at \$2,295 Travis motions to approve with a second from Josh.

7. Update, Discussion on Possible Recommendation of the Following:

- a) **Film Related Projects:** None
- b) **State Parks:** Huntington State Park opened March 1st and Millsite will opened on March 15th. They hiked and flagged a trail around Millsite and it has been approved through the BLM. Goblin Valley is getting a new non-law enforcement employee.
- c) **Trail's Committee:** They talked about the Huntington Trail system, Tusher, and Blue Castle. They talked about Saucer Basin trails with the BLM. 12 Forest Service trails will be widened to allow access to side by sides.
- d) **Potluck:** They have a creative agency in mind and are ready to move forward.
- e) **EC Chamber:** On April 6th there will be a Business Chamber Banquet at Miller's Landing in Huntington. The new owners of Castle Valley Supply have been able to re-open their Ferron branch so there was a ribbon cutting for them.
- f) **Museums:** Waiting to finalize new kiosks. There will be a River Runners Hall of Fame Banquet. They are getting a strategic plan to make JWP a great museum. San Rafael is coordinating with State on a Museum on Main Street Event.
- g) **Expos & Events:** Tina sent her report so we need to look through it to see if there are any contacts that we can benefit from.
- h) **Online & Print Projects:** Epicenter is writing 3 articles for visitutah.com. We are given free advertising as long as we are providing content.
- i) **Rourism Program:** The Cafeteria Program we are participating in we will be able to do some things with video and photography. At the end of April Roger will be visiting our area.

8. Discuss/Approve/Deny Old Business:

- a) **Action Plan:** Moving forward with Green River and Castle Valley Communities. Working with the BLM on signage for the desert.
- b) **Mission Statement:**
- c) **Bylaw Recommendations:** Some recommendations have been made for the by-laws.
- d) **Creative Firm RFP:** Would like to have someone selected before Roger visits.
- e) **Business Revitalize Incentives:** This will be a 50/50 match. \$5,000 will be the County's match and this portion of the funding can be used for the exterior of the business. We could possibly work off of the application that Economic Development has. There was a discussion on which businesses would be eligible to apply. We could possibly do a case by case basis. Talked about possibly putting in a clause in the application that states that the businesses who will benefit most will be given priority.
- f) **Billboard at Huntington Reservoir:** Ferron has decided to drop advertising on the billboard. The cost for advertising went from \$800 to \$2,400 per year for each side. We would like to find out who owns the land and sign. The County no longer has a contract with whoever owns the sign.

9. Discussion of New Business: Gather tourism related business. Work on promoting ourselves.

10. Adjourn – Thank you for coming!